

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
310944-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI - Q3 Issue - 9	1289

Flight Dates	Order #	Alt Order #
09/18/12 - 09/24/12	310944	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/18/12	09/24/12	M-F 7-9am	7-9am M-F	11-----	1:00	2	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/12 09/24/12 11----- 2 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 09/18/12 8:48 AM M-F 7-9am 7-9am M-F 1:00 CMI TV102 \$2,400.00 NM 2 WXYZ M 09/24/12 7:29 AM M-F 7-9am 7-9am M-F 1:00 CMI TV102 \$2,400.00 NM									
2	09/24/12	09/24/12	M-F 12-1pm	12-1pm	M-----	1:00	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/12 09/24/12 M----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 09/24/12 12:47 PM M-F 12-1pm 12-1pm 1:00 CMI TV102 \$2,000.00 NM									
3	09/21/12	09/21/12	Dr. Oz	4-5pm M-F	----F--	1:00	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/12 09/24/12 ----F-- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 09/21/12 4:22 PM Dr. Oz 4-5pm M-F 1:00 CMI TV102 \$2,000.00 NM									
4	09/20/12	09/20/12	M-F 7-730p	7-730pm M-F	---T---	1:00	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/12 09/24/12 ---T--- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 09/20/12 7:26 PM M-F 7-730p 7-730pm M-F 1:00 CMI TV102 \$4,000.00 NM									
5	09/19/12	09/24/12	M-F 730-8pm	730-8pm M-F	1-1----	1:00	2	\$4,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/12 09/24/12 1-1---- 2 \$4,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 09/19/12 7:41 PM M-F 730-8pm 730-8pm M-F 1:00 CMI TV102 \$4,400.00 NM 2 WXYZ M 09/24/12 7:45 PM M-F 730-8pm 730-8pm M-F 1:00 CMI TV102 \$4,400.00 NM									



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310944-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q3 Issue - 9	1289	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/21/12	09/21/12	Friday Prime C	10-11pm Friday	----F--	1:00	1	\$5,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	----F--	1	\$5,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	F	09/21/12	11:00 PM	Friday Prime C	10-11pm Friday	1:00	CMI TV102	\$5,000.00 NM
7	09/23/12	09/23/12	Primetime Emmy Awards	Primetime Emmy A	-----S	1:00	1	\$20,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	-----S	1	\$20,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	09/23/12	10:34 PM	Primetime Emmy Awards	Primetime Emmy A	1:00	CMI TV102	\$20,000.00 NM
8	09/24/12	09/24/12	11pm Actn News M-F	Late News M-F	M-----	1:00	1	\$7,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-----	1	\$7,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	09/24/12	11:26 PM	11pm Actn News M-F	Late News M-F	1:00	CMI TV102	\$7,000.00 NM
9	09/19/12	09/19/12	Jimmy Kimmel Live	1205am-105am M-F	--W----	1:00	1	\$1,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	--W----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	W	09/19/12	1:00 AM	Jimmy Kimmel Live	1205am-105am M-F	1:00	CMI TV102	\$1,000.00 NM

Total Spots 11 Gross Total **\$54,600.00**

Payment Terms 30 Days

Agency Commission **\$8,190.00**
Net Amount Due **\$46,410.00**